

Roll No.

12751

**MBA 2 Year 4th Semester New Scheme
Examination – December, 2022**

B2B MARKETING

Paper : 201MG24C1

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : The question paper is divided in *two* sections. The Section 'A' comprising 8 small answer type questions (2 marks each) which are *compulsory*, Section 'B' contains 8 questions (2 questions from each Unit). The students are required to attempt *four* questions (*one* question from each Unit). All questions carry equal marks.

SECTION – A

1. Answer the following :

- (a) Define the term customer analysis.
- (b) What are the limitations of relationship communication ?

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- (c) What are the challenges of B2B marketing in India ?
- (d) Briefly explain the determinants of marketing opportunities.
- (e) What is the importance of Supply Chain Management in B2B marketing ?
- (f) What is the role of communication process in B2B marketing ?
- (g) Define Bid pricing and importance in B2B Marketing.
- (h) Enlist different aspects of business-to-business pricing.

SECTION – B

UNIT – I

- 2. Discuss the term B2B marketing. Differentiate between B2B and B2C marketing ?
- 3. Why is it necessary for a marketer to study the network analysis ? Explain.

UNIT – II

- 4. What are the strategies that the company should adopt for marketing in B2B companies ?
- 5. What is impact of supply chain management used as strategy in B2B marketing ? Explain.

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- UNIT – III**
- 6. What are various channels for B2B Marketing ? Explain with suitable example.
 - 7. Explain in detail factors influencing pricing strategies of companies that use a Marketing-oriented approach.

UNIT – IV

- 8. Define personal selling. Explain different categories of personal selling.
- 9. What is the role of business marketing communication ? Explain the factors influence the relationship communication.

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